



Destination News Restrictions Announcement – Issued 23rd December 2020

Please find below links in regard to today's announcements from Government :

Government Announcement – The County of Norfolk including the borough of Great Yarmouth is being placed in Tier 4 as of 26th December 2020.

Norfolk will move into tier 4 on 26th December, for further details of all UK tier information please click [Here](#)

What you can and cannot do in Tier 4 areas.

For further details of tier 4 regulations please click [Here](#)

Alan Carr/Asa Morrison /Karen Youngs

Visit Great Yarmouth
(Greater Yarmouth Tourism
Business Improvement Area)

07786911936

www.gyta.com

karen@gyta.com

About us - GYTA to GYTABIA and Visit Great Yarmouth

The Greater Yarmouth Tourist Authority (GYTA) was launched in 1994 (it has its roots in the local tourism associations dating back to the 1960s). It was relaunched as the Greater Yarmouth Tourism and Business Improvement Area Ltd (GYTABIA) in 2015. Visit Great Yarmouth is a trading name of GYTABIA, and we are the official Destination Management Organisation (DMO) for Greater Yarmouth.

Visit Great Yarmouth Objectives: -

- To increase the number of people visiting and staying in Greater Yarmouth
 - To improve the visitor experience and increase repeat visits
 - To encourage people to stay longer and visit more attractions
- To provide incentives and opportunities to spend more in local businesses

